

# Kids Involuntarily Inhaling Secondhand Smoke (KIISS) Shared Learning Conversation July 26, 2005

(Reporting period: February 17, 2005 to July 26, 2005)

#### **OUTCOMES:**

- Children throughout Placer County are not exposed to secondhand smoke.
- Agencies serving children prenatal through five and their families trained by KIISS are spreading the secondhand smoke message independently of KIISS.
  - 1. Currently training: Sutter Roseville & Sutter Auburn Hospitals, Placer County Child Abuse & Prevention Council
  - 2. Able to train by April 1, 2006: Head Start, WIC, MIC, Kaiser, Tahoe Health & Human Services, Channa & Adalante High Schools.
  - 3. Able to train by December 31, 2006: Placer County Tobacco Coalition

#### PERFORMANCE MEASURES:

- Demographics broken down by age, gender, ethnicity, and when materials were received—tabulated from questionnaires.
  - 1. Attachment A: Ethnic, age, and gender demographics from WIC/Adalante/Channa trainings
  - 2. Attachment B: KIISS matrix used for capturing own age, gender, ethnicity data, and KIISS Survey
- Number of collaborative projects and resulting activities.
  - 1. Sutter Roseville: New baby classes, 200 students per month
  - 2. Sutter Auburn: New baby classes, 25 students per month
  - 3. Placer County Tobacco Coalition, varies
- Number of events where exhibits are provided including physical location and type of event.
  - 1. King's Beach Kids' Day Lake Tahoe, Kids' Fair

- Number of stories on secondhand smoke and children's exposure
  - 1. Pitched story on cognitive learning impairment in homes where children are exposed to secondhand smoke it was not picked up.
- Personal Testimonials from parents or caregivers
  - 1. Presentation to WIC led to conversation with young mother about Tot Lot laws, and based on information provided by us, led to enforcement action by the mother.
  - 2. Toddler advises mother she is endangering family during presentation (Attachment C).
  - 3. Auburn Child Abuse and Prevention Council (Attachment C).
  - 4. Other: Survey follow-ups, etc.
    - Attachment D: Qualitative data from WIC surveys
    - Attachment E: WIC participant reported indoor smoking rates
    - Attachment F: WIC participant reported changes in indoor smoking rates
    - Attachment G: Impacts KIISS presentation had on WIC participants (attitude and action)
- Number of trainings performed broken down by type of group and number of participants
  - 1. WIC: 8 (58 participants, plus spouses and parents; 99 children served)
  - 2. Daycare visits: 6
  - 3. Kiwanis: 33 participants
  - 4. Roseville Child Abuse and Prevention Council: 6 participants
  - 5. Auburn Child Abuse and Prevention Council: 9 participants
  - 6. Adalante High School: 5 participants
  - 7. Channa High School: 6 participants
- Number of agencies sustaining the message independent of KIISS along with tracking progress on trainings given independently
  - 1. Attachment H: Agencies distributing KIISS message and materials
- Qualitative self assessment of program activities "lessons learned" along with follow-up activities

- 1. Be sensitive to encourage, not offend smokers on protecting children from secondhand smoke.
- 2. Re-evaluate matrix, and see if there is a clearer way of presenting.
- Amount of materials distributed to major collaborators
  - 1. 3495 Home & Car Pamphlets since February 17, 2005
    - a. 800 pamphlets/decals to Sutter (Roseville)
    - b. 150 pamphlets to Placer County Child Abuse and Prevention Council
    - c. 25 Pamphlets to Kiwanis
    - d. 120 Pamphlets to Placer County daycares
    - e. 200 (est.) pamphlets mailed resulting from website requests
    - f. 250 pamphlets to Granite Bay Lions Club
    - g. 150 (est.) to various community groups
    - h. 1800 smoke-free car packets at county fair and at race track

## Demographics of children served at WIC/Adalante/Channa

age	number
unborn	4
under 1	23
1 year	20
2 years	7
3 years	6
4 years	8
5 years	4
Total	72
Ethnicity	number
Ethnicity Caucasian	number 39
•	39
Caucasian	39
Caucasian African-America	39 6
Caucasian African-America Hispanic	39 6 13
Caucasian African-America Hispanic Asian	39 6 13 1
Caucasian African-America Hispanic Asian Native America	39 6 13 1 3

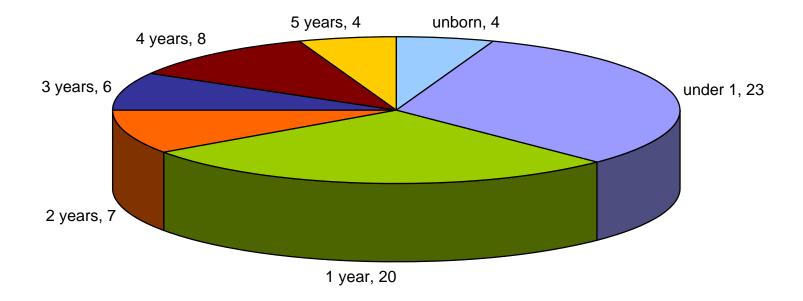
sexnumberMale33Female36undetermined3Total72

58 parents, 72\* children served as of 7/19/05.

\*We received a total of 99 children. If we could not determine the age from the survey, we threw out the survey. This brings the total to 93. After removing the children who were over five, we had 72 children served.

# Age of Children Served\*

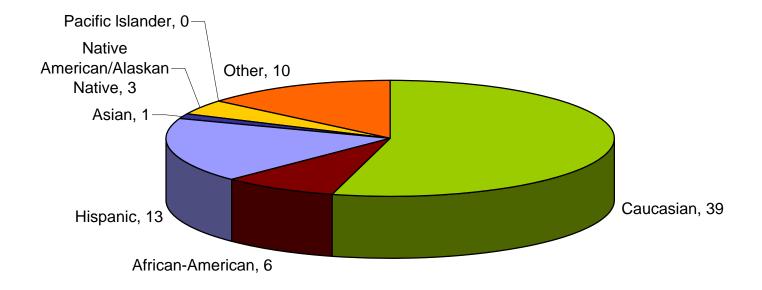
\*WIC/Adalante/Channa Surveys





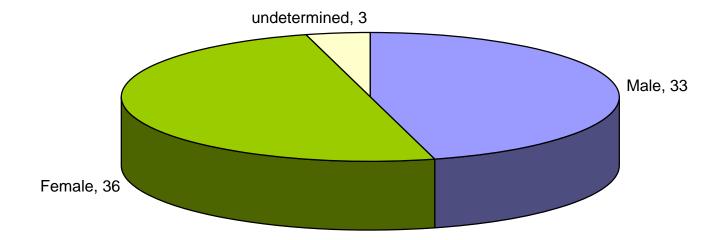
# **Ethnicity of Children Served\***

\*WIC/Adalante/Channa Surveys



# **Sex of Children Served\***

\*WIC/Adalante/Channa Surveys



## Kids Involuntarily Inhaling Secondhand Smoke (KIISS) Survey Part I

1. For *each* child living in your home, please fill in the age beneath the appropriate sex, aligned with the appropriate ethnicity (to the left).

	Chi	Child Number:															
		1		2		3		1	5	6		7		8		,	9
	M	F	М	F	М	F	M	F	M F	M	F	М	F	M	F	M	F
Caucasian																	
African-American																	
Hispanic																	
Asian																	
American or Alaskan Indian																	
Pacific Islander																	
Other:																	

2. Did you find	this presentation informative	?
YES	NO	

3. Would you be willing to participate in a follow-up mail survey? If yes, please write your nam and address below. For your participation we will mail you a \$5.00 Jamba Juice certificate.								
		_						
		 _						

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## **Kids Involuntarily Inhaling Secondhand Smoke (KIISS)**

Thank you for participating in the WIC presentation about the dangers of secondhand smoke. Please accept the enclosed Jamba Juice certificate and our thanks for participating in this follow up survey. All of your answers will be kept strictly confidential.

Please circle your answers to the following questions:

1. I	Ooes anyone in	your ho	ome smoke:	
	Yes	No		
2. F	BEFORE listeni	ing to tl	he KIISS presentation on secondhand smoke, did anyone in your hom	e
	ke in the:	Ö	•	
	Home:	yes	no	
	Garage:	yes	no	
	Car:	yes	no	
	Office	yes	no	
	Outside:	yes	no	
<b>3.</b> A	AFTER listenin	g to the	KIISS presentation on secondhand smoke, did anyone in your home	
quit	smoking in the	e:		
	Home:	yes	no	
	Garage:	yes	no	
	Car:	yes	no	
	Office	yes	no	
	Outside:	yes	no	
	No Change			
<b>4.</b> A	AFTER listenin	g to the	KIISS presentation, did you tell anyone else about the dangers of	
seco	ondhand smoke	exposu	re:	
	YES	NO		
5. A	AFTER listenin	g to the	KIISS presentation did you or members of your household make any	7
cha	nges to protect	your ch	nildren from secondhand smoke exposure:	
	YES (explain	n)	NO	
. т	):		:f	
0. I	•	•	information during KIISS' presentation?	
	YES (explain	n)	NO	
			<del></del>	
			<del></del>	
			-turn over for more questions on the back-	
			the state of the s	

you dealt with sec	nformation cause you or someone in your home to think differently about how condhand smoke issues?  NO  NO
8. Do you think to	he information discussed in the KHSS presentation was valuable? NO
Thank yo	ou for your participation. Please return this survey in the envelope provided.
	-end-

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## Kids Involuntarily Inhaling Secondhand Smoke Outcome Anecdote Form

#### Outcomes:

Children throughout Placer County are not exposed to secondhand smoke.

 Agencies serving children prenatal through five and their families trained by KIISS are spreading the secondhand smoke message independently of KIISS.

Anecdote that addresses outcomes:

Narch 15,2005

During a WIC presentation a four-year-old

boy turned to his mom & Said, "You've got

to quit smaking, you're going to kill my little

brother (Il months old). Later the Easmokins

Moms grandmother turned to her & Said, "See

You can't smake in the car around the kills

any more."

First 5 - Placer (Version 02-08-05)

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Anecdote that addresses outcomes:	An 110000
1.00	April 22 2005
At Family Rescourse Le	nter presontation
comes to pick up my 10 m and smokes in the conjust	"My Dx-husband
Comes to Pick up my 10 m	onthe old laighter
with smothes In the conjust	before he advices!
will that hart the baby."  pe opens the windows ahd  least 15 more bolds	Musaret yes unless
least 15 more holders all	airs it out at
least 15 mins before arriver	5

# Examples of the types of comments received in response to the KIISS survey questions:

Q5b. AFTER listening to the KIISS presentation did you or members of your household make any changes to protect your children from secondhand smoke exposure? Explain.

- Never smoke around children
- Change clothes, quit
- I told my grandson Tony, 3 years old. He then told his dad to stop smoking
- Looking into law regarding smoking within 50 feet of tot lot presenting letter to management regarding the neighbors smoking we live directly in front of the playground
- Tell people to please smoke outside or far away from our kids

Q6b. Did you learn any new information during KIISS' presentation? Explain.

- What was all in the cigarette (chemicals)
- I didn't know that children were more vulnerable to the dangers of secondhand smoke
- The extreme dangers of secondhand smoke
- What smoke does to little ones

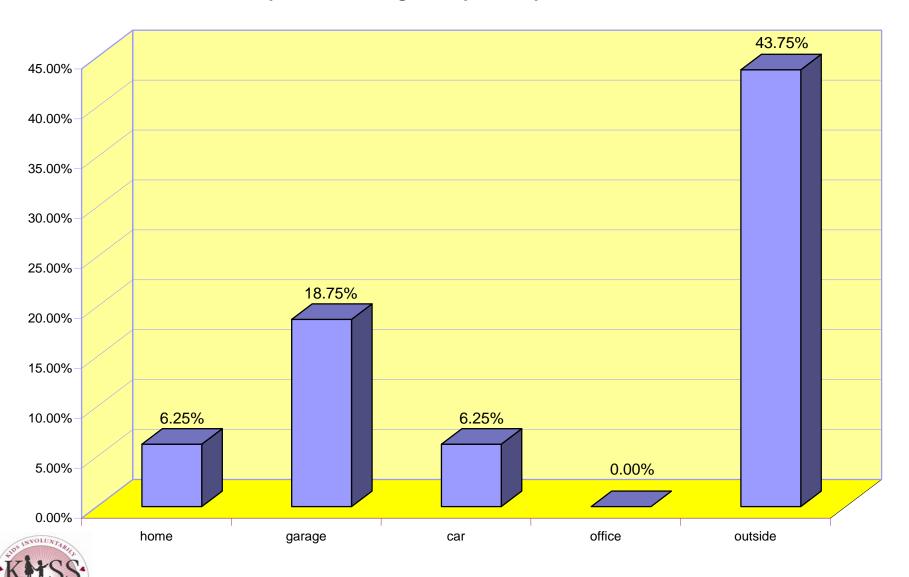
Q7b. If so, did that information cause you or someone in your home to think differently about how you dealt with secondhand smoke issues? Explain.

• I've been telling all my friends and family with or without kids that smoke how it harms our kids

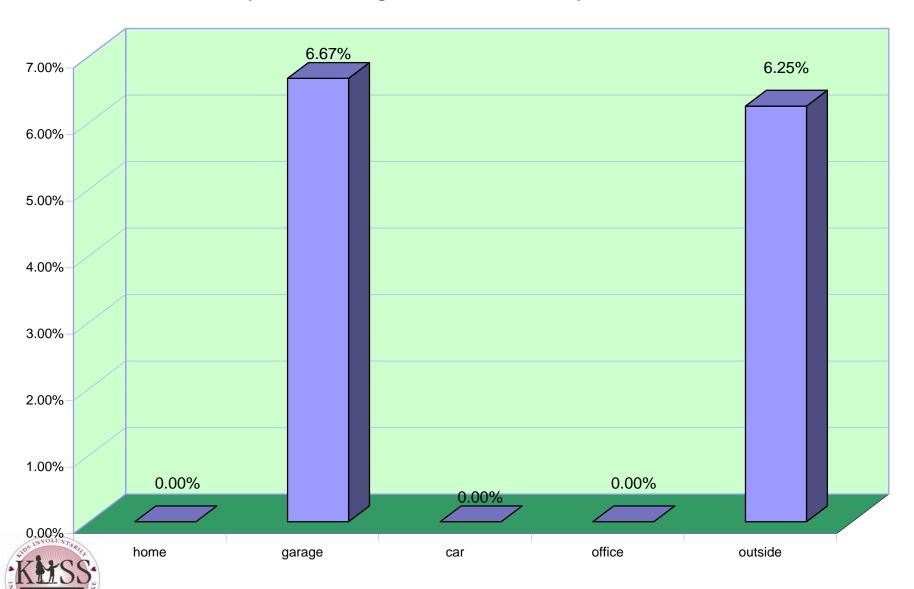
#### **Q9.** Comments.

- Thank you!
- God Bless!

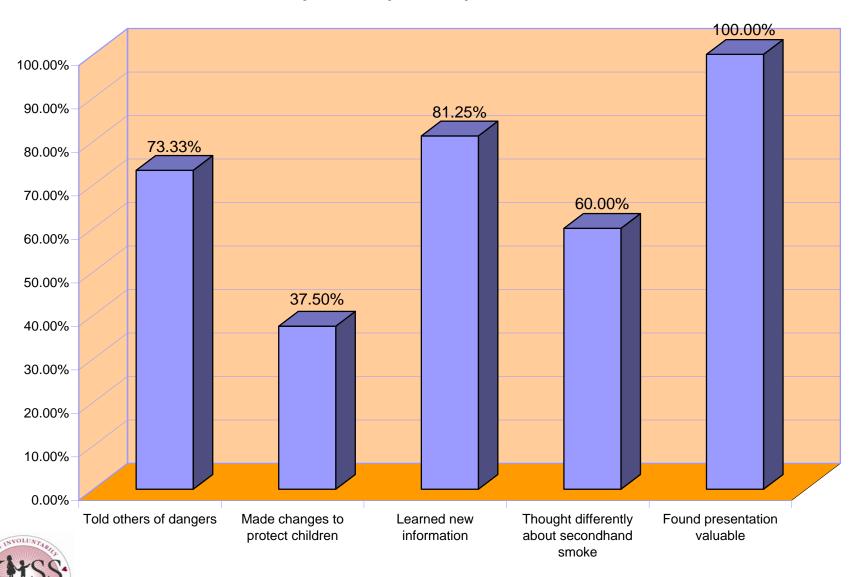
# Reported smoking rates prior to presentation



# Reported smoking bans instituted after presentation



## Reported impacts of presentation



# **Agencies Sustaining the Message Independent of KIISS**

Sutter Roseville
Sutter Auburn
Placer County Child Abuse and Prevention Council
Placer County Daycares
Placer County Doctors
Roseville Fire Department
Placer County Department of Health and Human Services